

News Release

Buy Fresh Buy Local Campaign Rolls Out in Northwest Minnesota

By Linda Kingery on Thursday, January 17, 2008

Crookston, Minn. (January 17, 2008) – A series of three meeting will be held in three locations in Northwest Minnesota inviting local food producers, processors, retailers and consumers interested in selling or buying local foods to learn about the Buy Fresh Buy Local Red River Valley chapter.

Through outreach events, local food guides and educational materials, Buy Fresh, Buy Local makes it easy for consumers to find and connect with local food from farmers they can know and trust. The program is part of Food Routes program that involves 50 Buy Fresh Buy Local chapters nationwide; this is the third such program for Minnesota. The Buy Fresh Buy Local Red River Valley Chapter serves northwestern Minnesota and neighboring communities and is supported by the Northwest Regional Sustainable Development Partnership.

Meetings are scheduled for the following dates:

- January 28 – 6:30 p.m. Thief River Falls at Courthouse Meeting Room
- February 4 – 6:30 p.m. MacIntosh Community Center
- February 11 – 6:30 p.m. Probstfield Moorhead School District Room 301

2410 14 St South, Moorhead, Minn.

“There are many reasons to buy local foods; in addition to getting delicious, fresh food, you'll support farm families and boost to the regional economy,” said Linda Kingery, executive director of the Northwest Regional Sustainable Development Partnership. For example, a Maine study indicates that shifting just 1 percent of consumer expenditures to direct purchasing of local food products could increase farmer's income in that state by as much as 5 percent.

The BFBL RRV steering committee is working to launch the chapter in early 2008. It has developed the Buy Fresh Buy Local Red River Valley label, and developed a partner agreement that allows local partners to use the label under agreement terms. A Local Partner of the Red River Valley Buy Fresh Buy Local chapter is a farm, a small scale processor utilizing local farm products, a farm stand, farmers market or a retail food business, such as a restaurant, food cooperative or locally owned retail grocery store selling local products. Partners can also be organizations, government agencies, chambers of commerce, tourism bureaus, emerging farmers, youth, and individuals who endorse the chapter goals and participate in chapter activities.

For more information, contact Kingery at kinge002@umn.edu or 877-854-7737, or check www.localfoods.umn.edu and click the Buy Fresh Buy Local link.

The Northwest Regional Sustainable Development Partnership (NWRSDP) serves Northwest Minnesota by promoting active citizenship; helping the northwest region attain a sustainable future; and building strong partnerships with the University of Minnesota and the region. The partnership works to foster development of agricultural, tourism and natural resources systems that are profitable for citizens, while enhancing environmental quality and supporting rural communities.

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